

401 likely voters, April 29-30) shows a statistical *dead heat*, with Rogan at 37%, Kahn at 35% and undecided at 28%. The margin of error is 5%. What's of interest here is that Pres. Clinton holds a **51% to 38%** lead in the 27th CD over his presumed GOP challenger, Bob Dole, who officially retired from the U.S. Senate on June 11th. If Clinton carries the 27th CD, he could provide needed coattails for Kahn. Another interesting aspect of the Garin-Hart-Yang poll is that of the 28% who are undecided in the Rogan vs. Kahn race, 55% of those respondents say they'll vote for Clinton...

☒ **38th CD** - While this district may seem just right for Democratic picking, GOP U.S. Rep. Steve Horn of Long Beach is still considered a favorite to defeat environmental attorney Rick Zbur(D), who is an *openly gay* candidate. But it will be a tough fight for Horn, a moderate who must win cross-over Demos to survive. The 38th CD has a 50% Demo registration vs. 35% GOP registration --- but our sources say these numbers can be misleading. Many Demos in this area are either moderates or *Reagan Demos*. Zbur is a liberal, but is positioning himself as a moderate. Good strategy. And while Zbur is a good fundraiser, he really doesn't have roots in this CD. He moved there to run. In the primary, with 2 weeks to go, polling showed Zbur trailing Demo Peter Mathews. A rescue effort resulted in Zbur's thin 51% - 49% win. With the primary now history, Zbur replaced his consultant, The Campaign Performance Group, with Staton, Hughes & Schafer. And since that time our fax machine has been humming with all sorts of negative stuff about Horn, trying to tie him to the conservative GOP agenda. But our sources say this effort may not work. Some see a similarity to Demo Jerry Estruth's efforts against now U.S. Rep. Tom Campbell(R-San Jose): a good try, but it didn't wash. FYI: Why won't popular Demo Long Beach Mayor Beverly O'Neill endorse Zbur? Even the White House has applied the pressure, but it's no soap...

☒ **22nd CD** - Sources report that savvy GOP consultant Eddie Mahe Jr. has been hired as freshman U.S. Rep. Andrea Seastrand's lead consultant. Mahe specializes in "GOP Save" districts --- where incumbents are viewed to be vulnerable...

☒ **42nd CD** - 16-term U.S. Rep. George Brown Jr.(D-Colton) is in for another tough campaign. His GOP challenger, San Berdu Co. Judge Linda Wilde,

has had the GOP's *A-Team* in the 42nd CD to campaign on her behalf --- including former VP Dan Quayle, RNC Chair Haley Barbour and House GOP Majority Whip Tom DeLay of Texas. Stay tuned...

CA INITIATIVE UPDATE: MORE MEASURES QUALIFY.

Editor's note: As CALPEEK has been saying all along, 1996 will be known in Calif. as *The Year of the Initiative*. Here's the latest rundown, plus some other odds & ends...

■ ***Qualified for November*** - 1) Attorney Fees; 2) Campaign Reform(CPR); 3) CCRI; 4) Campaign Reform(CALPIRG); 5) Minimum Wage; 6) Securities Fraud(Lerach); 7) Drunk drivers/uninsured motorists; 8) MD use of marijuana; 9) Health Care I(SEIU); and 10) Health Care II(CNA)...

■ ***Still Being Counted*** - 11) Jarvis/Gann II; 12) Top Income Tax Brackets; 13) Gambling(Bragg); and 14) Competitive bidding. As CALPEEK hit deadline, some of these measures were very close to qualifying. June 27th is the deadline to qualify for the Nov. 5th ballot...

Odds & Ends

■ ***Big Meeting on Gambling*** - The CA/NV Indian Gaming Assn. (CNIGA) has requested a meeting with gambling initiative sponsor Mark Bragg on June 17 in Sacto. It's at this meeting that Bragg is expected to make a pitch for major financial support from CA's 27 Indian casinos. It's anticipated that NV interests will throw **millions** into a campaign to kill Bragg's measure, which would allow slot machines at his clubs in the Palm Springs area. And of course, passage of Bragg's measure would also allow slot machines at CA's various Indian casinos as well. We'll keep you posted...

■ ***CPR vs. CALPIRG on Cmp. Reform*** - Told you last week these two groups don't like each other and now *Californians for Political Reform* has thrown the first **spit ball** at CALPIRG, calling CALPIRG's measure snake oil reform --- and asking the question: "If the so-called Anti-Corruption Act is really intended to break up special interests' grip on our political system, why is...The Calif. Teachers Assn. supporting it?" According to LWV President Fran Packard of CPR, CALPIRG's measure allows for the establishment of a Citizens Contribution Cmt.(CCC) --- and this new concept allows corporations & unions to get around a

tough and direct aggregate contribution limit --- thus according to Packard, the CA Teachers Assn. could still give \$1.1 million under CALPIRG's CCC plan. Under CPR's measure, the aggregate limit for CTA would be \$25,000. More to come on this battle...

■ **CCRI Polling Data** - The latest L.A. Times survey shows CCRI leading in the City of L.A. by a 69% YES to 22% NO margin. The survey was taken June 1-4 among 704 registered voters citywide. The margin of error is 3.5%...

L.A. MAYOR'S RACE: L.A. TIMES HAS NEW SURVEY.

Editor's note: The L.A. Times has just released a new survey on the 1997 mayor's race. The survey has both good news & bad for incumbent Mayor Richard Riordan. Here's our brief update & analysis...

...The L.A. Times survey of Mayor Riordan and his reelection prospects was taken June 1 - 4, among 942 adults (of which 704 are registered voters). The good news: Riordan's reelect number (those who would vote for Riordan next April) is at 50%. And in a one-on-one with two potential rivals, Riordan's a big winner: Riordan 61% vs. U.S. Rep. Howard Berman (D) 23%; and Riordan 59% vs. State Sen. Tom Hayden (D) 30%...

...But when matched in a crowded 7-person primary battle, the mayor doesn't win outright. Riordan get 38% vs. 13% for L.A. Co. Sup. Gloria Molina; 12% for Hayden; 7% for L.A. Co. Sup. Zev Yaroslavsky; 5% for L.A. Councilman Mark Ridley-Thomas; and 3% each for L.A. Councilwoman Laura Chick and Congressman Berman. Since only Hayden and Berman are currently testing the waters --- it's difficult to say how valid this part of the survey really is...

...More troubling for Riordan, however, is his popularity among Latino voters --- 42% in 1995 and now at 34%. Latinos were a key to Riordan's win in 1993. And Riordan's still not connecting at all with L.A.'s Black community. His approval rating there is just 30%. Overall, Riordan's approval rating hasn't changed from 1995 --- it's still 46% among all respondents, but is 55% among voters. That's a key difference...

...Another potential trouble spot for Riordan: women. On a *quality of life* question about the direction the city

is taking, 62% of women and 41% of men said the city was on the wrong track. That's a gender gap of 21%...

...FYI: Want to hear the latest on the mayor's race from a panel of cityhall insiders? The Westside Urban Forum gathers for breakfast at 7:30 a.m., June 20, the Regency Club, West L.A. \$30 for members/\$35 for non-members. For info/RSVPs ☎ Christyne Buteyn (310)394-0253. Stay tuned...

CALPEEK's INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ ***The Iron Duke for VP?*** - CMA Pres. Bill Campbell and his long-time buddy, State Sen. Ken Maddy (R-Fresno), have formed a group called Californians for a Californian --- the purpose being to promote five Calif. GOPers as VP prospects for Bob Dole. Is there a favorite among the five? YES. It's former CA Gov. George Deukmejian. The other GOPers from Calif. include Gov. Pete Wilson, AG Dan Lungren, U.S. Rep. Chris Cox of Orange Co. and former HUD Sec. Jack Kemp, who is a native Californian. Need to get in touch with this new committee??? ☎ (916)441-3734 and ask for Sal Russo or Chris Wysocki...

■ ***Lamb Ready to Run*** - A week after his appearance at the CA Reform Party's first convention, former Colorado Gov. Dick Lamm (D) has: 1) re-registered as a Reform Party member; and 2) said that he is prepared to run for President as the Reform Party candidate. In answer to our question about the VP spot (on a Perot ticket), Lamm said NO...

■ ***Demos Beef Up Victory '96 Team*** - Deirdre Hill will resign June 20th as president of the L.A. City Police Commission to become Deputy State Coordinated Cmp. Director. Also named to the Victory '96 team are LG Deputy COS Julio Ramirez, who becomes the political director; and Bay area Demo consultant Joy Alexiou...

STEVE FORBES ADDRESSES COMMONWEALTH CLUB

Magazine publisher/former GOP presidential candidate Steve Forbes addresses the Commonwealth Club of CA, 11:45 a.m., June 25, St. Francis Hotel, S.F. For info/RSVPs ☎ (415)597-6705...

CANDIDATES SET FOR LINCOLN CLUB BREAKFAST.

Linda Wilde(42nd CD), Rich Lambros(56th AD) and John Geranios(43rd AD) will discuss their campaigns at a breakfast meeting hosted by the Lincoln Club (San Gabriel Valley chpt), 7:30 a.m., June 21, Industry Hills Sheraton. For infor/RSVPs ☎ Sheila McNichols(818) 249-4205...

CALPEEK'S LEGAL FILE: HOT POLITICAL CASES.

Editor's note: Here's another quick update on some current legal actions...

◆ ***The Photo from Hell*** - Assemblyman Scott Baugh's booking photo (all booking mug shots look like hell) has been ordered released by Orange Co. Judge James Smith. The DA's argument was simple: why should Baugh be treated different from any other criminal defendant. The new lawmaker faces 4 felony and 18 misdemeanor campaign reporting violation charges in connection with his win last year in the Allen Recall. Baugh denies any wrongdoing. What are the odds that Baugh's *booking photo* will make its way into campaign mailers? Bet your first born, house, car, RV, etc., etc...

◆ ***Trouble for Contra Costa Supervisor*** - The Calif. AG's office has filed 11 felony & misdemeanor counts against Contra Costa Co. Sup. Gayle Bishop for reportedly using her office and staff in her unsuccessful reelection campaign last March...

◆ ***Orange Co. Supes Win Appeal*** - Orange Co. Supes Roger Stanton and William Steiner may be off the legal hook in the bankruptcy case. The two supes were accused by the DA's office of misconduct, but an appeals court has said that unless there's compelling reasons to go ahead with a trial, the charges should be dismissed. FYI: Stanton is leaving off this year when his term expires and Steiner only has 2 more years to go on his current term. Our sources think that Steiner is prepared to leave office before 1998, but on his own time-table...

WIPA & WOMEN'S TRANSP. SEMINAR HOST JAMES.

Rae F. James, acting COS & executive officer, communications, LACMTA, will address members of Women In Public Affairs & Women's Transportation Seminar, 11:30 a.m. reception, 12 noon lunch, June 28, The Inter-Continental Hotel, L.A. For info & RSVPs ☎ Patty Siquieros (213)891-2822...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Sacto-based Hopcraft Communications has promoted Mark Capitolo to Sr. AE...

● Former KCBS Radio editorial & PA director Nicholas DeLuca has joined Burlingame-based Woodward & McDowell...

● Calif. AG Dan Lungren(R) has been named as co-chair of the RNC's Platform Cmt. There are nine other co-chairs and U.S. Rep. Henry Hyde is the chair...

● Katherine Mader has been named as Inspector General of the L.A. Police Dept. The deputy DA is the first person to hold his office...

● Mt. View-based American Data Management has been selected to handle voter files for the Demo Parties in Florida, Texas and North Carolina...

● The Calif. Republican Party's main office at 1903 W. Magnolia Boulevard in Burbank has been renamed The Ronald Regan Calif. Republican Center...

● Jeannie Bretschneider has been hired by the Sacto office of Stoorza Ziegaus Metzger & Hunt as an AE...

CALPEEK'S MARKETPLACE NETWORK

● **Political, public affairs & public relations professional** with 12 years experience in Calif. and Western states has returned to L.A. and is seeking a position with a strategic communications firm. Creative, energetic team player with extensive experience in community & public relations, media, direct mail, campaign management and business development. Robb: (310)574-1383...

● **Talented/Experienced/Creative television production team** available to write, produce and edit broadcast & cable tv spots for political & public affairs campaigns. State-of-the-art equipment, will travel, veterans at delivering winning commercials. Will subcontract with consulting firms. Book us before the opposition does! Robert: (818)563-2561...

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